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THE VISUAL IDENTITY OF THE BRAND AS A MECHANISM FOR PRODUCT PROMOTION: A CASE STUDY OF CONDOR ELECTRONICS COMPANY

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ABSTRACT

This study aimed to analyze the role of the visual identity of a brand in promoting the products of an economic enterprise, with a focus on the level of customer perception of the various dimensions of this identity. The Algerian company "Condor" was chosen as an applied model by analyzing the components of its visual identity, namely: brand name, symbol, logo, and colors, and determining their promotional role. The study adopted a descriptive and analytical approach, using a questionnaire to collect data from a sample of 122 customers in the Wilaya of M'Sila, and the results were analyzed using SPSS V27. The findings showed that visual identity plays a fundamental role in the promotional process of the brand and in attracting customers, with colors having the most significant impact in forming customers' initial impressions. The study also revealed that Condor's customers moderately agreed on the importance of the visual identity across its four dimensions, except for colors, which received a high level of agreement due to their strong influence in drawing attention. This confirms the importance of adopting an integrated and well-thought-out visual identity within the communication strategy of institutions.

KEYWORDS

Visual Identity, Brand, Brand Visual Identity, Promotion

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Introduction.

The brand has become a central pillar in contemporary marketing science and represents one of the primary concerns of institutions, especially leading ones, in their pursuit of strengthening their market position. The brand has evolved into the medium through which relationships with customers are built and the features of marketing strategies are shaped. Its competitive importance is highlighted by its ability to position itself in the market and establish a strong presence in the minds of customers. Recent studies have addressed several dimensions related to brands, including brand image, brand identity, and brand personality. With the shift towards the digital environment, new concepts have emerged, such as brand engagement and interaction, alongside an increasing focus on visual identity, which now plays a pivotal role as customers become more involved in creating digital content, especially through social media platforms. This transformation has created new challenges for institutions, most notably the difficulty of differentiating between brands and the intensification of competition, necessitating greater attention to studying brand elements and methods of promotion.

The visual identity serves as the starting point in building the relationship between the company and the customer, as it represents the first direct visual contact that forms the customer's initial impression through the

senses. The visual identity encompasses a set of visual dimensions such as the brand name, symbol, logo, and colors, all of which collectively contribute to enhancing customer perception of the brand and embedding it in their minds. Although some may not place significant importance on outward appearance, it remains the brand's visual front and signature, making it a fundamental element of the marketing strategy. Within this context, our study aims to analyze the role of the brand's visual identity as a promotional mechanism for the products of the Algerian company "Condor," by focusing on the extent of customer perception of the brand's visual dimensions and assessing its effectiveness in achieving the company's marketing objectives.

Based on the above, the study's problem was centered around the following main question: To what extent is the visual identity of the Condor brand, in its various dimensions, important in promoting its products from the perspective of its customers in the Wilaya of M'Sila? To answer the previously raised questions and thus address the study's problem, the following hypothesis was formulated: The main hypothesis states: The visual identity of the Condor brand, in all its dimensions, has promotional importance from the perspective of Condor's customers in the Wilaya of M'Sila.

This main hypothesis was divided into four sub-hypotheses, as follows: The brand name "Condor" has promotional importance from the perspective of its customers in the Wilaya of M'Sila. The brand symbol of "Condor" has promotional importance from the perspective of its customers in the Wilaya of M'Sila. In addition, the brand slogan of "Condor" has promotional importance from the perspective of its customers in the Wilaya of M'Sila. Finally, the brand colors of "Condor" have promotional importance from the perspective of its customers in the Wilaya of M'Sila.

The study relied on descriptive, analytical, and statistical approaches to address the topic of the brand's visual identity as a mechanism for promoting the products of Condor Electronics. The descriptive method was employed to establish the theoretical concepts related to visual identity and its promotional dimensions, based on a review of the literature, previous studies, and relevant electronic sources. Meanwhile, the analytical and statistical methods were used to analyze the extent of customer perception of the dimensions of this visual identity, through a questionnaire distributed to a sample of the company's customers. The data were analyzed using SPSS V27, with the aim of assessing the effectiveness of the visual elements (name, symbol, slogan, colors) and proposing mechanisms to improve them in support of the company's marketing objectives.

1- Theoretical Framework of the Brand:

The brand is considered a fundamental element in the world of marketing and business, as it represents the identity of a product or service and distinguishes it from competitors. It is not merely an identification tool, but a strategic instrument that contributes to building the institution's reputation and enhancing its position in the market, thereby reflecting on its competitive ability and economic sustainability. Aaker (1994) pointed out that the value of a brand stems from assets such as brand awareness, customer loyalty, perceived quality, and mental associations, which add value to the product or service (Longwell, 1994, p. 247). Keller (1993) notes that consumer-based brand value is linked to how consumers perceive and respond to marketing efforts based on their knowledge of the brand (Keller, p. 02). He also clarifies that the effectiveness of future marketing strategies depends on the knowledge stored in the consumer's memory about the brand (Keller, p. 04).

This reflects on its competitive ability and economic sustainability.

1-1 The Concept of the Brand

Many researchers have addressed the concept of the brand with different definitions, some of which include:

- Philip Kotler defines it as: "The added value given to products and services, which influences consumer behavior and their perceptions of the brand, reflecting on prices, market share, and the profitability of the organization." (Taheri and Ben Ali, 2022, p.370). This definition focuses on the economic and marketing dimension of the brand by highlighting the added value it provides to products or services and its impact on consumer behavior, which in turn reflects on profitability and market position.
- The brand is also defined as: "A set of signs aimed at identifying and distinguishing the organization's products, reflecting the quality of goods and services, which affects consumer perceptions and contributes to expanding local and global markets." (Boualouasif & Qernani, 2021, p. 140). This definition focuses on the functional dimension of the brand in terms of its role in distinguishing products and reflecting the quality of goods and services, which impacts consumer perceptions and contributes to market expansion.
- From another perspective, the brand is defined as: "A symbol, shape, or logo used to distinguish a specific product or service, with the condition that it has distinctive features and a unique design that makes it easily

recognizable and describable, while being difficult to imitate." (Saleh, 2022, p. 63). This definition focuses on the visual and distinctive dimension of the brand by highlighting its physical characteristics such as the symbol or logo, emphasizing the importance of unique design, ease of recognition, and difficulty of imitation.

1-2- Strategic Importance of the Brand

The brand has both functional and symbolic benefits, where consumers seek functional benefits (such as product features) and symbolic benefits (such as self-expression) from brands (Keller, 1993, p. 101), argues that increased brand awareness increases the likelihood that the brand will be among the options consumers consider when making a purchase (Keller, p. 06). For his part, Aaker considers brand awareness, especially when it is automatically linked to brand name recall, to be a crucial element in shaping consumer perceptions (Longwell, 1994, p. 248). Keller also notes that familiarity with the brand can influence purchase decisions in low-involvement situations, even in the absence of strong brand associations (Keller, p. 07). Consumer behavior is influenced by the image and associations conveyed by brands, which reflects on their preferences and purchase decisions (Keller, p. 45). Aaker emphasizes that mental associations are the foundation of brand positioning and must be continuously managed to ensure market value growth (Longwell, 1994, p. 248). The brand plays a key role in markets by providing benefits to both consumers and brand owners, and these benefits can be outlined as follows (Al-Arif, 2008, p. 166) (Longwell, 1994, pp. 247-248):

1-3- Benefits of the Brand for Producers:

The brand contributes to facilitating promotional efforts through a strong and distinctive identity, which enhances the product's presence in consumers' minds. It also helps strengthen customer loyalty to the brand, ensuring the continuity and sustainability of sales. Aaker emphasized the importance of this aspect, considering customer loyalty as a central element in enhancing the brand's value, through what is known as the "Loyalty Pyramid" model. Additionally, the brand provides legal protection for products, reducing the risks of imitation and piracy. It also supports expansion strategies, as new products can be launched under the same brand and benefit from the positive reputation it has accumulated.

1-4- Benefits of the Brand for Consumers:

The brand is an effective means of facilitating product recognition, simplifying the purchasing process, and saving time and effort for consumers. The brand also provides an indirect guarantee of product quality, given its association with the reputation of the producing organization and its credibility in the market. Additionally, the brand adds intangible value and a sense of distinction for consumers, especially when they use well-known brands that hold a prestigious position in society.

1-5- Elements of the Brand

The brand consists of several key elements that define its identity and contribute to its distinctiveness, as noted by Deem (2000, p. 466). Among these elements are names and signatures, which include company names, traders, and service providers, and can be used as a brand provided they are distinctive. Letters and numbers also fall under brand elements, as they can be recognized trademarks if they possess special characteristics, as in the cases of (7up) or (GM). Symbols and graphics are also fundamental components, with visual symbols such as stars or lions used to represent the brand's identity. Additionally, colors play an important psychological role in marketing, with red symbolizing energy and passion, while blue signifies calmness and trust. Finally, unique designs and distinctive seals help reinforce the brand's identity and provide legal protection.

1-6- Classifications of Brands

Brands are classified according to companies' strategies in marketing their products into several types, as explained by Khadra (2011, p. 10). Among these types, we find the product brand, which is used to distinguish a specific product, such as Procter & Gamble's brands, which include multiple trademarks like (Tide) and (Ariel). We also have the range brand, which is used to define a category of homogeneous products, such as the (Nike) brand for sports shoes. The umbrella brand represents a single brand covering several heterogeneous products, as seen with (Mitsubishi), which produces cars, electronics, and industrial equipment. The guarantee brand also stands out, combining the company name and the brand, such as (Danone) products, including (Danette) and (Danup). Additionally, there are innovative brands, represented by unique names that

do not have a direct linguistic meaning, such as (Kodak) and (Apple). Finally, there are suggestive brands, which indirectly imply product characteristics, making them more attractive and appealing to consumers.

The brand represents one of the most important intangible assets owned by companies, as it enhances their market position and ensures uniqueness and sustainable competition. With the continuous developments in the business and marketing world, the importance of managing the brand strategically increases to ensure the success of organizations and strengthen consumer loyalty.

2- The Theoretical Framework of the Brand's Visual Identity

Visual identity is: the distinctive features that carry the uniqueness and individuality of something (Mohamed, 2018, p. 571). Another definition suggests that it is a visual expression that reflects the personality of the institution or country, representing its history, culture, and social reality.

2-1- Definition of Visual Identity

Identity is the distinctive features that carry the character of uniqueness and individuality for a specific entity. Visual identity forms a visual reflection of the personality of an institution or country. It is not limited to the formal aspect only, but extends to embody symbolic dimensions that express the history of the concerned entity, its culture, and its social reality, which gives it a unique character reflecting its civilizational background and cultural affiliation. Visual identity is also defined as the visual system used to represent the brand through a set of design elements that interact with the senses. Researchers have formulated several definitions of it, including:

- Visual identity is: "The distinctive features that carry the uniqueness and individuality of something" (Mohamed, 2018, p. 571). This definition focuses on the formal and visual aspect of visual identity as a means to distinguish the entity and highlight its uniqueness. It thus emphasizes its core function in giving a unique character without delving into design details, making it a general and comprehensive definition that serves as a starting point for understanding the concept.

- Visual identity is: "A system of designed visual signs, including shapes, colors, texts, and their various applications, along with all aspects related to the institution that directly interact with the visual, auditory, and sensory senses of the recipient, as well as everything related to the marketing environment or customer service, including the institution's location, its buildings, decorations, furniture, and even the uniforms of its employees" (Hasna, 2021, p. 208). This definition focuses on the sensory and experiential aspect of visual identity. It is not limited to traditional design elements but includes the institution's overall environment, such as buildings, decorations, and uniforms, reflecting a holistic view of visual identity as part of the full customer experience.

- Visual identity is: "A visual expression that clearly signifies the identity and personality of the institution through the brand, making it identifiable through a set of clear attributes or features that distinguish it from other brands for protection within the competitive marketing system" (Hasna, 2021, p. 209). This definition emphasizes visual identity as a means to define and distinguish the institution in the market. It also highlights the strategic role of visual identity in protection and differentiation within a competitive environment, reflecting its function in building a competitive advantage.

- Visual identity is: "A system of visual signs, including shapes, colors, and lines, and their various applications in all aspects related to the institution, which directly affect the recipient through sight and touch" Ahmed (2023, p. 218). This definition focuses on the direct impact of visual identity on the senses, particularly sight and touch. It also emphasizes that visual identity is applied in various aspects of the institution, indicating its integrated nature.

- Visual identity is: "A set of descriptive design elements that enable the recognition of the institution and distinguish it from others, whether through writing, printing, or photography" (Al-Azouzi, 2007, p. 216). This definition focuses on the technical and practical means of visual identity, such as printing, writing, and photography, and highlights its role in the process of recognition and distinction, showing an interest in the visual communication and documentation aspect.

- Visual identity is: "The graphical representation of the institution and its brand, which facilitates the recognition of the institution by the target audience and ensures visual harmony between all its elements" (Othmani, 2018, p. 146). This definition emphasizes visual harmony and the coherence between the elements of the identity, while also indicating its primary function in facilitating the recognition of the institution, reflecting the communicative and functional aspect of visual identity.

- Visual identity is: "A set of compositional sentences that include lines, drawings, colors, and symbols, which reflect the vision of the institution and help distinguish its products from competitors" (Al-Mutai'i, 2018, p. 633). This definition focuses on the expressive and visionary aspect of visual identity, seeing it as a reflection of the institution's vision and used to distinguish its products. It highlights the strategic and expressive role of identity in conveying the institution's philosophy.

From the previous definitions, the key ideas can be highlighted, which are that visual identity is a set of visual signs that include shapes, colors, lines, texts, and symbols. It also represents the personality of the institution or brand and reflects its image to the public. Visual identity directly impacts the recipient's visual and tactile senses, contributing to creating a strong and lasting impression. Additionally, visual identity helps distinguish the institution from its competitors in the market by highlighting its uniqueness and distinctiveness. It includes multiple applications of the brand in various aspects of the institution, such as offices, uniforms, and decor, ensuring coordination and visual harmony among all elements. Visual identity also aids in protecting the institution within the competitive marketing system by enhancing its presence and enabling it to build a strong and stable image in the minds of consumers.

2-2 Operational Definition of Visual Identity

Based on the previous definitions, visual identity can be described as the visual interface of the brand, encompassing elements such as colors, lines, symbols, logos, and names, which are used to distinguish the institution or product from others in the market. The corporate visual identity (CVI) plays an important role in how the organization presents itself to internal and external stakeholders. The key elements of corporate visual identity are: the company name, logo, color palette, font type, slogan, and promotional tagline or company description, which can be applied, for example, to stationery, printed materials (such as brochures and pamphlets), advertisements, websites, vehicles, buildings, interior decor, and company uniforms. Sometimes, architecture can also be an important element in the organization's visual identity (Van den Bosch, 2005, p. 871).

2-3 Emergence of the Visual Identity of the Brand

The visual identity has gone through several stages of historical development, especially after the Industrial Revolution, when the world shifted to mass production, increasing competition between institutions. To attract the attention of the target audience, companies began to develop a clear visual identity that expresses their personality, values, culture, and goals (Ahmed, 2023, p. 222). Visual identity became an essential part of corporate identity, playing a significant role in distinguishing the institution from its competitors and enhancing audience loyalty. It also contributes to shaping the company's image in the minds of customers, making it one of the most important tools for emotional influence and visual communication.

2-4 The Importance of Visual Identity for the Brand

The visual identity of a brand, such as logos, fonts, and color systems, plays a vital role in shaping consumer perceptions and recall (Keller, p. 34). Given the importance of visual impression in the decision-making process of customers, visual identity plays a central role in the success of the brand. Its importance can be summarized as follows (Al-Ibrahimi, M., & Al-Ashqar, F., 2023, p. 120):

- An effective marketing tool: It contributes to building the brand's reputation and enhancing its position with customers.
- Brand differentiation: It helps create brand awareness, making it easier to recognize and remember the brand.
- Creating a competitive advantage: It allows the brand to stand out from competitors and attract customers' attention.
- Enhancing visual communication: It evokes mental images associated with the brand, reinforcing its position in customers' minds.
- Increasing reliability and loyalty: It helps create a positive impression, enhancing customer loyalty to the brand.

It can be said that visual identity is not just a design, but a strategic investment that determines the success of the organization in the market. Without it, the organization loses its identity amidst fierce competition.

In this context, the logo is considered one of the most important visual components of corporate identity, as it plays a crucial role in creating a distinctive mental image among the audience and enhancing the promotion of products. Recent studies have shown that the visual design of a logo must adhere to several aesthetic and

functional criteria to ensure its effectiveness. Some of the key aspects include: balance, harmony, realism, and appropriate visual complexity. For example, Henderson & Cote (1998) found that logos characterized by a high degree of harmony and realism, with a moderate level of complexity, achieve higher levels of recall and positive impression, while also enhancing the organization's mental image (Cote, 1998, p. 14). Their experimental analysis of 195 logos revealed that designs which create a sense of "prior familiarity," even if the audience has never seen them before, are particularly effective in cases where investment in advertising campaigns is low. Furthermore, logos capable of eliciting positive emotional responses contribute to improving the public's overall evaluation of the organization, indicating that the success of visual identity depends not only on technical or aesthetic aspects but also on its ability to communicate effectively with the audience (Cote, 1998, p. 19).

2-5 Elements of Visual Identity for the Brand

The elements of visual identity are essential components in building the mental image of the brand. The importance of these elements has been widely recognized in marketing and branding literature, such as the brand name, logo, wordmark, and brand personality, due to their effective role in generating brand awareness and shaping its mental image, thus enhancing its identity in the minds of consumers (Olavarrieta S, S., 2007, p. 2). Many studies have addressed similar and different elements within the components of visual identity. Below, we highlight some of these key elements.

2-6 Brand Name

The brand name is one of the most important spoken elements, consisting of a set of symbols and meanings that help consumers remember it. It represents the foundation on which the brand image is built in the recipient's mind (Yousfi, R., & Hamidi, A., 2020, p. 36). It also reflects the product's benefit and is closely linked to its meaning, making it essential in shaping the general impression of the brand (Jabbar, Z., 2014, p. 38).

To ensure the effectiveness of the brand name, it is preferable that it meets certain conditions, such as (Hassan, K. N., 2007, p. 5):

- It should be short, simple, and easy to pronounce and spell.
- Its meaning should be closely related to the nature of the product and its source of production.
- It should be distinctive from other product names in the same field.
- It should be registrable to ensure legal protection.

2-7 Brand Logo

The brand logo is one of the fundamental visual pillars in the marketing strategy, as it is used in advertisements, promotional flyers, packaging, promotional materials, and sponsorship, in addition to various marketing communication channels. Olavarrieta and Friedmann (2007) noted that the selection and modification of logos are common marketing practices, in which brand managers often make critical decisions, reflecting the central importance of the logo in enhancing visual identity (Olavarrieta S, S., 2007, p. 1). The logo represents a graphical representation of the brand and should not be confused with the brand itself; it is the entry point to the brand and a visual tool for identification (Ballias, M., & Nian, J. M., 2011, p. 11). The logo takes various forms, including graphic elements or typeface elements, such as stylized letters or symbols, making it an effective tool for accelerating brand recognition (Jabbar, Z., 2014, p. 46). It is also a symbol that carries a specific message to the target audience and strengthens the relationship with them (Abdo, A. H., et al., 2024, p. 494).

2-8 Brand Colors

Colors are considered an essential part of visual identity design, as they carry emotional connotations that contribute to conveying the feelings that customers are expected to perceive in forming an attitude towards the brand (Ballias, M., & Nian, J. M., 2011, p. 13). Colors are used to evoke specific emotions and express the brand's personality. Elena Willer noted that color enhances the customer's connection with the brand and facilitates distinguishing it from competitors with just a glance (Iraki, G. F. M., & Fadaq, I. A., 2021, p. 222).

Packaging design is one of the crucial elements of the brand's visual identity. In addition to colors and symbols, realistic images on packaging play a decisive role in attracting the consumer's attention and guiding them to understand the brand's message more quickly and clearly. Images serve as a prelude to organize the visual message, helping to shape the consumer's expectations of the accompanying text and contributing to forming a strong mental image of the product (Robert, 2001, p. 5). In fast-selling environments, consumers

show a clear tendency to ignore textual information in favor of images, making visual messages a vital tool for quickly capturing attention and persuading the buyer. In this context, a realistic image on packaging can be a key driver in the purchasing decision, especially when the consumer is pressed for time or lacks in-depth knowledge of the product (Robert, 2001, p. 8).

2-9 Brand Symbols

Shape plays a fundamental role in brand identity design, as some brands can be recognized by shape alone, due to their distinctive and consistent design style (Iraki, G. F. M., & Fadaq, I. A., 2021, p. 220). It is one of the most important means of communication and conveying information, regardless of whether it is old or modern, as it has an emotional impact, either negative or positive (Al-Nassas, 2019, p. 531).

It should be noted that visual identity is not separate from the other elements of the marketing mix, especially promotion, which will be discussed later as a key channel for activating the relationship between the organization and customers through these visual elements.

2-10 Characteristics of Brand Visual Identity

To achieve the desired impact, the visual identity must possess the following characteristics (Boualouasif, M., & Qernani, Y., 2021, p. 142):

- **Simplicity and Clarity:** It must be easy to recognize and remember, which enhances its effectiveness in attracting the audience.

- **Representation:** It should clearly reflect the organization's field of work.

- **Consistency:** The visual identity should maintain consistency across all communication platforms.

- **Distinctiveness:** It must be unique, helping to distinguish the brand from its competitors.

Additionally, according to (Cui, 2024, p. 2):

- **Clarity:** Simplified designs help reduce visual fatigue, enhance the brand's distinction, and highlight its core values by removing unnecessary elements.

- **Adaptability:** Simplified visual identities ensure consistency across various digital platforms and screen sizes, making it easier to recognize the brand.

- **Stability:** Simple designs maintain brand stability and prevent its decline due to shifting trends.

- **Emotional Connection:** Simplified designs allow the brand's personality and cultural values to be expressed, enhancing consumer engagement. In short, visual identity is not just a collection of colors and fonts, but a strategic element that strengthens the organization's position and ensures its sustainability in the market.

3- The Relationship Between Visual Identity and Brand

Visual identity and brand are two complementary elements in marketing strategies and the development of the mental image of companies and institutions. Visual identity represents the visual aspect that distinguishes the brand and makes it easily identifiable among competitors. Visual identity includes several key elements such as the logo, colors, fonts, and graphic design, which contribute to enhancing visual communication with the target audience. Aaker highlighted the importance of symbols and logos as an integral part of brand identity, as they help solidify the mental image in the minds of the audience (Longwell, 1994, p. 248).

Visual identity plays a crucial role in anchoring the brand in consumers' minds, as it helps achieve quick recognition and build trust with the brand. For example, the chosen colors and fonts can reflect the brand's values and message in a non-verbal way, enhancing its appeal and impact in the market.

Brand and Brand Identity

A brand is not just a logo or a name; it is a comprehensive experience that encompasses the values, message, and vision reflected by the company. The brand identity is embodied through visual identity, which creates a strong impression on the audience and enhances brand loyalty. When a strong and consistent visual identity is designed, it becomes easier to embed the brand in consumers' minds.

The Relationship Between Visual Identity and Brand

Visual identity can be considered the medium through which the brand expresses itself visually, helping to achieve consistency in communication with the audience. By applying integrated strategies, brands can build a strong visual identity that increases audience engagement and positively influences purchasing decisions. Visual identity is an essential element in building a brand, as it contributes to achieving distinction, enhancing loyalty, and increasing brand awareness. Through the design of a strong and consistent visual identity, companies can strengthen their presence in the market and achieve sustainable success.

4- Applied Framework of the Study

4-1 Methodology and Data Processing of the Study

Study Population and Sample: The study population consists of all customers of the Condor company in the M'sila province. A simple random sample was used to generalize the results to all customers of Condor. An electronic questionnaire was distributed across various social media platforms, and 122 valid responses were retrieved for analysis.

Construction of the Study Tool: The questionnaire was used as the primary source for the applied study, supplemented by books, doctoral theses, master's theses, and journals as secondary sources. The questionnaire form consisted of two sections. The first section includes demographic variables (gender, age, educational level, income level). The second section consists of one axis with 24 items, where the dimensions of the visual identity of the brand were integrated with the promotion of the company's products. It was implicitly divided into promotional functions as follows: (attention, attraction, recall, differentiation, admiration, comfort). The questionnaire statements were divided based on the four dimensions of the brand's visual identity (brand name, brand symbol, brand logo, brand colors), with the adoption of a five-point Likert scale: "Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree" for each statement.

Proposed Study Model:

In order to address the study questions and test and evaluate its hypotheses, the components of the visual identity of the brand were relied upon. The opinions of the selected study sample will be observed regarding their evaluation of these components and the level of their availability in the brand under study (Condor - CONDOR). This is illustrated in the following model:

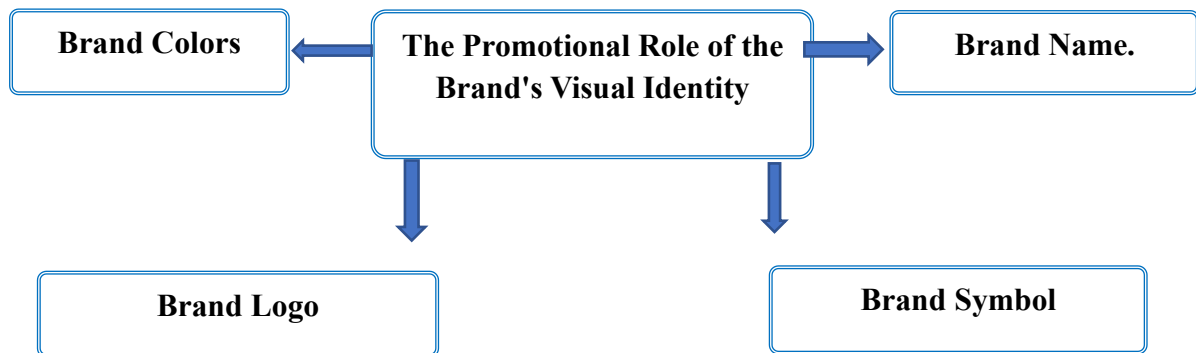


Fig. 1. Proposed Study Model (Source: Prepared by the researchers)

Procedures and Methods for Processing Field Study Data

A: Data Processing: For the purpose of analyzing and interpreting the data, the Statistical Package for the Social Sciences (SPSS) version 27 was used.

B: Reliability and Validity of the Study Tool: To ensure the accuracy and credibility of the questionnaire tool, it was presented to a group of expert professors, and their comments were taken into consideration to confirm the apparent validity. To determine the reliability of the tool, the internal consistency of the scale was checked using Cronbach's Alpha Coefficient, and the self-validity coefficient, which equals the square root of the reliability coefficient. This can be clarified through the following tables:

Table 1. Reliability Coefficients for the Study Tool

| Variables | Number of Items | Cronbach's Alpha Coefficient | Internal Validity |
|---|-----------------|------------------------------|-------------------|
| The promotional role of the brand's visual identity | 24 | 0.952 | 0.975 |
| Brand name | 6 | 0.866 | 0.930 |
| Brand symbol | 6 | 0.849 | 0.921 |
| Brand logo | 6 | 0.899 | 0.948 |
| Brand colors | 6 | 0.916 | 0.957 |

Source: Prepared by the researchers based on SPSS 27 outputs

It can be observed from the table that Cronbach's Alpha coefficient reached values ranging between (0.84 and 0.95), which are higher than 0.70, indicating the reliability of the tool and its consistency if redistributed to the sample individuals multiple times. Similarly, the internal validity coefficient was high across all dimensions, confirming the validity of the study tool. Thus, we can be confident in the suitability of the questionnaire for analyzing the results and testing the various hypotheses of the study.

4-2- Testing and Analyzing the Study Hypotheses Testing the Normality of the Study Variables (Tests of Normality)

In order to determine the appropriate type of test to be used for testing the study hypotheses (parametric or non-parametric), we conducted a normality test for the study data. Since the study sample exceeds 60 individuals, we rely on the results of the Kolmogorov-Smirnov^a test for the various study variables. By comparing the calculated significance level (sig) value in the table with the adopted significance level (sig = 0.05), if the calculated significance level is less than 0.05, this indicates that the data do not follow a normal distribution, and therefore non-parametric tests are used to test the hypotheses. Conversely, if the significance level is greater than 0.05, parametric tests are applied. The following table illustrates this:

Table 2. Results of the Normality Test for the Study Variables

| Field | Kolmogorov-Smirnov ^a | | Data Distribution |
|---|---------------------------------|-------|---------------------------------------|
| | Df | Sig | |
| The promotional role of the brand's visual identity | 122 | 0.001 | Does not follow a normal distribution |
| Brand name | 122 | 0.001 | Does not follow a normal distribution |
| Brand symbol | 122 | 0.001 | Does not follow a normal distribution |
| Brand slogan | 122 | 0.001 | Does not follow a normal distribution |
| Brand colors | 122 | 0.001 | Does not follow a normal distribution |

Source: Prepared by the researchers based on SPSS 27 outputs

From the table above, we observe that the significance level for the various study variables is less than (0.05) for each of the four dimensions of the visual identity variable (brand name, brand symbol, brand slogan, brand colors). Therefore, we conclude that the questionnaire data do not follow a normal distribution. Consequently, we rely on non-parametric tests for the one-sample case, specifically the Wilcoxon test, to test the hypotheses. The same applies to the dimensions (brand name, brand symbol, brand slogan, brand colors).

Analysis and Discussion of the Participants' Responses to the Statements of the Questionnaire Dimensions and Variables

We will describe and analyze the participants' tendencies in their responses to each statement of the questionnaire as well as to the study variables.

A: Description and Analysis of the Personal Data of the Sample Members:

The study sample was characterized after collecting the participants' personal data, which included (gender, age, educational level, income level). The results can be illustrated in the following table:

Table 3. Distribution of the Study Sample According to Gender

| Statement | Frequency | Percentage (%) |
|-------------------------------|-----------|----------------|
| Male | 49 | 40.2 |
| Female | 73 | 59.8 |
| Under 20 years old | 8 | 6.6 |
| From 21 to 40 years old | 87 | 71.3 |
| From 41 to 60 years old | 24 | 19.7 |
| Over 60 years old | 3 | 2.5 |
| Secondary school or less | 21 | 17.2 |
| Baccalaureate | 11 | 9.0 |
| Bachelor's degree | 38 | 31.1 |
| Postgraduate studies | 52 | 42.6 |
| Less than 25,000 DZD | 58 | 47.5 |
| Between 25,000 and 60,000 DZD | 47 | 38.5 |
| More than 60,000 DZD | 17 | 13.9 |

Source: Outputs from the Excel 2016 program based on SPSS outputs.

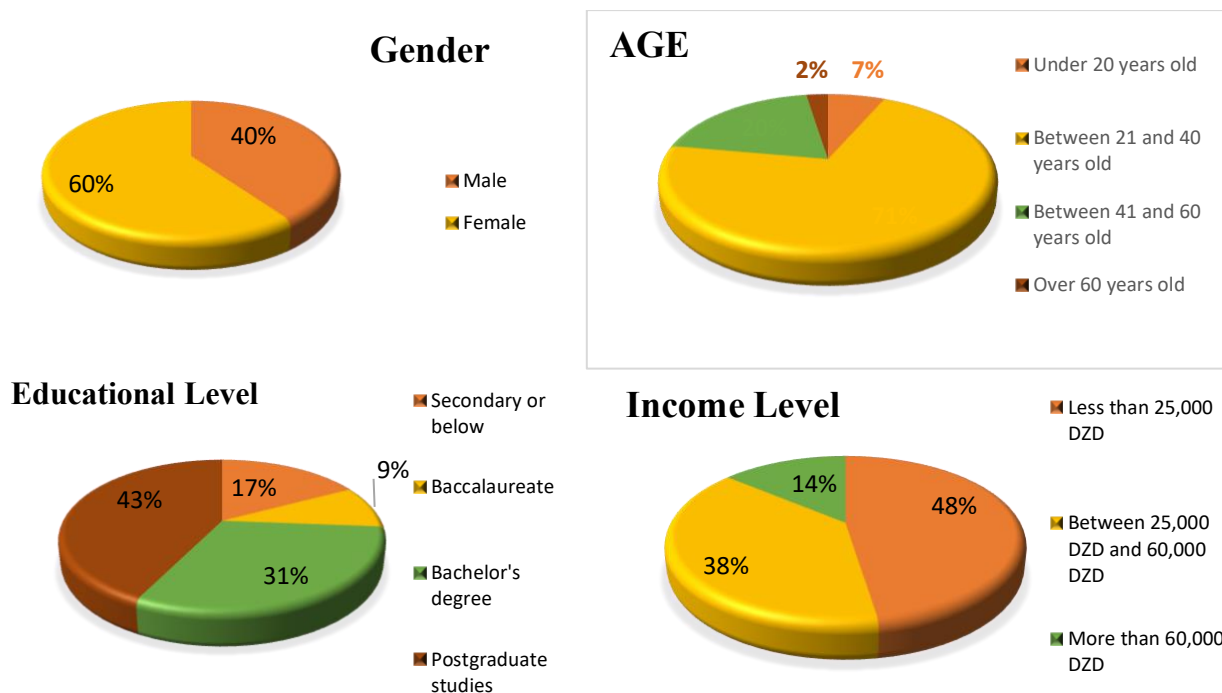


Fig. 2. Gender-Based Distribution of the Study Sample (Source: Prepared by the researchers)

Regarding the gender variable: we observe that 40.2% of the study sample are males, which is lower than the percentage of females, estimated at 59.8%. Thus, we note that the majority are females, indicating that Condor Company does not limit its dealings to the male category only.

Regarding the age variable: from the data in the table above and the figure illustrating the respondents' ages, we observe that individuals under the age of 20 represent 6.6%, corresponding to 8 individuals. Those aged between 21 and 40 years represent 71.3%, making them the largest age group. Meanwhile, the number of respondents aged between 41 and 60 years is 24 individuals, representing 19.7%. As for those over 60 years old, they are 3 individuals, or 2.5%.

This shows the awareness of the different age groups in society of Condor Company's brand identity, which is mainly due to the company's effective promotion of its products and brand. The strong response from the age group between 21 and 40 years is attributed to the distribution of the electronic questionnaire within student groups, as this age range corresponds to the typical age of most university students currently pursuing their studies.

Regarding the educational level variable: from the table above and the chart illustrating the respondents' educational levels, we observe that the number of respondents with postgraduate studies reached 52 individuals, representing 42.6%, which is higher than the number of respondents with a bachelor's degree (license), who numbered 38 individuals, representing 31.1%. This level is higher than that of those with less than secondary education, who numbered 21 respondents, representing 17.2%. Following them, we find the baccalaureate level, which had the fewest respondents, with 11 individuals, representing 9%. This indicates the awareness of customers with postgraduate education of Condor Company's brand visual identity through the company's effective promotion. This is mainly due to the distribution of the electronic questionnaire among student and faculty groups on Facebook, which predominantly consist of individuals with postgraduate studies.

Regarding the income level variable: from the data in the table above and the chart illustrating the income levels of the surveyed sample, we observe that the category with an income of less than 25,000 DZD includes 58 respondents, representing 47.5%, making it the group with the highest response rate. We find that individuals with an income between 25,000 and 60,000 DZD number 47 respondents, representing 38.5%, which is higher than the number of individuals whose income exceeds 60,000 DZD. This is mainly due to the fact that the two students distributed the questionnaire primarily among individuals with an income of less than 25,000 DZD, most of whom are students currently pursuing their studies. Additionally, the features offered by Condor Company, such as the possibility of purchasing products through installment payments, helped spread its brand among the vulnerable segments of society, encouraging low-income individuals to purchase its products.

B: Presentation and Interpretation of the Sample Members' Tendencies Toward the Study Variables and Dimensions

Here, the tendencies of the studied sample will be measured by presenting the statistically obtained results, focusing on the arithmetic mean and the standard deviation. This will contribute to addressing the study's problem, by identifying the students' responses and opinions regarding their level of interest and agreement with the study variable, its dimensions, and the questionnaire statements.

In the analysis, we rely on the relative degree of the sample members' opinions by classifying the arithmetic means after calculating the range. To facilitate the estimation of the level of the variables and dimensions, we use a three-level scale (low, medium, high), calculated as follows: We compute the range ($5 - 1 = 4$), then divide it by 3, and add the resulting number to the lowest value in the scale to obtain the class length ($4 \div 3 = 1.33$). Thus, adding progressively to the last weight (5), the categories become: [1.00 - 2.33] low, [2.34 - 3.67] medium, [3.68 - 5.00] high. The following table illustrates this:

Table 4. Tendencies of Condor Company Customers Toward the Study Variables and Dimensions

| Variables | Mean | Standard Deviation | Level | Rank |
|---|-------|--------------------|----------|------|
| The promotional role of the brand's visual identity | 3.668 | 0.756 | Moderate | |
| Brand name | 3.442 | 0.909 | Moderate | 4 |
| Brand symbol | 3.471 | 0.780 | Moderate | 3 |
| Brand logo | 3.471 | 0.848 | Moderate | 2 |
| Brand colors | 3.680 | 0.758 | High | 1 |

Source: Prepared by the researchers based on SPSS 27 outputs.

As shown in the table above, the average level of responses from the sample regarding the promotional role of the brand's visual identity was moderate. This indicates a moderate interest in promoting through the brand's visual identity at Condor Company, according to the respondents' answers, with a mean value of (3.66), which falls within the range [2.34–3.67], and a standard deviation of (0.756). This reflects a moderate variation among the participants' responses, mainly due to the moderate interest in the dimensions of the brand's visual identity, namely (brand name, brand symbol, and brand logo), all of which had mean values within the [2.34 – 3.67] range.

However, the brand colors dimension stood out with a high level, falling within the [3.68–5] range. This is mainly attributed to individuals' interest and perception of the brand, as the first thing that attracts and catches their attention are the colors, followed by the logo, then the symbol represented by the blue bird, and finally the brand name. This can also be explained by the focus of the study, which revolves around the brand's visual identity, where colors are the primary element noticed visually.

C. Presentation and Interpretation of Sample Participants' Attitudes Towards the Statements of the Study Questionnaire Dimensions

In this section, the sample participants' responses to the statements related to the dimensions of the promotional role of the brand's visual identity will be presented and analyzed. This will be done by calculating the mean values and standard deviations of the participants' responses, which measure the level of agreement of the sample participants with the dimensions of the brand's visual identity in promoting the company's products.

Analysis of Individuals' Attitudes Towards the Brand Name Dimension (Condor):

This section will assess the level of agreement of the sample participants with the questionnaire statements related to the brand name dimension in promotion. The following table illustrates this:

Table 5. Mean Values and Standard Deviations for the Brand Name Dimension Statements

| Statements | Mean | Standard Deviation | Level | Rank |
|---|-------|--------------------|----------|------|
| The brand name "Condor" grabs my attention (attention-grabbing) | 3.573 | 0.926 | Moderate | 5 |
| "Condor" as a brand has an attractive name (attractiveness) | 3.582 | 0.889 | Moderate | 4 |
| The brand name "Condor" is easy to remember (memorability) | 3.926 | 0.794 | High | 1 |
| The brand name "Condor" helps me distinguish it (distinctiveness) | 3.762 | 0.862 | High | 2 |
| I like the brand name "Condor" (liking) | 3.598 | 0.849 | Moderate | 3 |
| The brand name "Condor" makes me trust its products (comfort) | 3.311 | 1.076 | Moderate | 6 |

Source: Prepared by the researchers based on SPSS 27 outputs.

From the table above, which includes customers' opinions regarding their level of agreement with the brand name promotion at Condor Company, the customers' responses to each statement in the questionnaire show a moderate level of agreement with the promotional role of the brand name "Condor." This applies to the statements (5, 4, 3, 6). The least agreed-upon statement by the customers was statement 6 related to (comfort), with a mean value of 3.311 and a standard deviation of 1.076. On the other hand, statements (1, 2) showed a high level of agreement, with statement 1 being the most agreed upon by customers, having a mean value of 3.926 and a standard deviation of 0.749, related to (memorability).

This indicates that, from the perspective of Condor's customers, the brand name is easy to remember and distinguishable from its competitors in the market.

Analysis of Individuals' Attitudes Towards the Brand Symbol Dimension:

Table 6. Mean Values and Standard Deviations for the Brand Symbol Dimension Statements

| Statements | Mean | Standard Deviation | Level | Rank |
|--|-------|--------------------|----------|------|
| I find the brand symbol "Condor" attention-grabbing (attention-grabbing) | 3.590 | 0.820 | Moderate | 3 |
| The brand symbol "Condor" attracts my attention (attractiveness) | 3.475 | 0.901 | Moderate | 4 |
| I find the brand symbol "Condor" easy to remember (memorability) | 3.729 | 0.862 | High | 2 |
| The brand symbol "Condor" helps me distinguish it from other companies (distinctiveness) | 3.795 | 0.842 | High | 1 |
| I like the brand symbol "Condor" (liking) | 3.475 | 0.873 | Moderate | 5 |
| The brand symbol "Condor" makes me feel confident in its products (comfort) | 3.352 | 0.986 | Moderate | 6 |

Source: Prepared by the researchers based on SPSS 27 outputs.

From the table above, which includes opinions on the level of customer agreement with the brand symbol promotion at Condor Company, the customers' responses to each statement in the questionnaire show a moderate level of agreement with the promotional role of the "Condor" brand symbol. This applies to statements (5, 4, 3, 6). The least agreed-upon statement by the customers was statement 6 related to (comfort), with a mean value of 3.352 and a standard deviation of 0.986. On the other hand, statements (1, 2) showed a high level of agreement, with statement 1 being the most agreed upon by customers, having a mean value of 3.795 and a standard deviation of 0.842, related to (distinguishing the brand from its competitors).

This indicates that, from the perspective of Condor's customers, the brand symbol is easy to distinguish and remember compared to its competitors in the market.

Analysis of Individuals' Attitudes Towards the Brand Logo Dimension ("Comfortable Life, Condor Life!"):

Table 7. Mean Values and Standard Deviations for the Brand Logo Dimension Statements

| Statements | Mean | Standard Deviation | Level | Rank |
|---|-------|--------------------|----------|------|
| The brand logo "Condor" grabs my attention (attention-grabbing) | 3.467 | 0.873 | Moderate | 4 |
| The brand logo "Condor" attracts me (attractiveness) | 3.459 | 0.954 | Moderate | 5 |
| I can easily remember the brand logo "Condor" (memorability) | 3.663 | 0.941 | Moderate | 1 |
| The brand logo "Condor" helps me distinguish it from others (distinctiveness) | 3.655 | 0.907 | Moderate | 2 |
| The brand logo "Condor" gives me a good impression (liking) | 3.450 | 1.004 | Moderate | 6 |
| The brand logo "Condor" makes me feel comfort and security about its products (comfort) | 3.475 | 0.980 | Moderate | 3 |

Source: Prepared by the researchers based on SPSS 27 outputs

From the table above, which includes customer opinions on their level of agreement with the brand logo promotion at Condor Company, the customers' responses to each statement in the questionnaire show a moderate level of agreement with the promotional role of the "Condor" brand logo. The least agreed-upon statement by the customers was statement 6 related to (liking the brand logo), with a mean value of 3.450 and a standard deviation of 1.004. On the other hand, statement (1) was the most agreed upon by the customers, with a mean value of 3.663 and a standard deviation of 0.941, related to (remembering the brand logo).

This indicates that, from the perspective of Condor's customers, the brand logo is easy to remember among its competitors in the market, which is attributed to its simplicity and ease.

Analysis of Individuals' Attitudes Towards the Brand Colors Dimension (Blue, White):

Table 8. Mean Values and Standard Deviations for the Brand Colors Dimension Statements

| Statements | Mean | Standard Deviation | Level | Rank |
|---|-------|--------------------|----------|------|
| The brand colors of "Condor" grab my attention (attention-grabbing) | 3.598 | 0.819 | Moderate | 6 |
| The colors used in the "Condor" brand are harmonious (attractiveness) | 3.770 | 0.840 | High | 2 |
| The colors used in the "Condor" brand are easy to remember (memorability) | 3.844 | 0.823 | High | 1 |
| The brand colors of "Condor" help me distinguish its products from others (distinctiveness) | 3.737 | 0.879 | High | 4 |
| I like the colors used in the "Condor" brand (liking) | 3.737 | 0.831 | High | 5 |
| The colors used in the "Condor" brand are pleasant to look at (comfort) | 3.762 | 0.891 | High | 3 |

Source: Prepared by the researchers based on SPSS 27 outputs.

From the table above, which includes customer opinions on their level of agreement with the brand colors promotion at Condor Company, the customers' responses to all the statements in the questionnaire showed a high level of agreement with the promotional role of the "Condor" brand colors. This applies to statements (5, 4, 3, 2, 1). The most agreed-upon statement by customers was statement 1 related to (remembering the brand colors), with a mean value of 3.844 and a standard deviation of 0.823. On the other hand, statement (6) showed a moderate level of agreement and was the least agreed-upon statement by customers, with a mean value of 3.598 and a standard deviation of 0.819, related to (attention-grabbing).

This indicates that, from the perspective of Condor's customers, the brand colors are easy to remember due to their simplicity. However, these colors are not attention-grabbing due to their calmness.

Testing the Study Hypotheses

To answer this hypothesis and confirm its validity or otherwise, the Wilcoxon test for a single sample will be used, as explained earlier. The results obtained from testing the main hypothesis and the sub-hypotheses are shown in the following table:

Table 9. Wilcoxon Test Results for the Main Hypothesis

| Hypothesis | Hypothesis Content | Significance Level (sig) |
|-------------------------|--|--------------------------|
| Main Hypothesis | There is a promotional significance of the brand's visual identity in all its dimensions from the perspective of customers of Condor Company in the M'Sila province. | 0.001 |
| Sub-Hypothesis 1 | There is a promotional significance of the brand name "Condor" from the perspective of its customers in the M'Sila province. | 0.001 |
| Sub-Hypothesis 2 | There is a promotional significance of the brand symbol "Condor" from the perspective of its customers in the M'Sila province. | 0.001 |
| Sub-Hypothesis 3 | There is a promotional significance of the brand logo "Condor" from the perspective of its customers in the M'Sila province. | 0.001 |
| Sub-Hypothesis 4 | There is a promotional significance of the brand colors "Condor" from the perspective of its customers in the M'Sila province. | 0.001 |

Source: Prepared by the researchers based on SPSS (27) outputs.

From the table above, it is clear:

Regarding the main hypothesis: Based on the table's results and the significance level of the promotional role of the brand's visual identity in all its dimensions (0.001 Sig=), which is less than 0.05, we reject the null hypothesis and accept the alternative hypothesis, which states: "There is a promotional significance for the brand's visual identity in all its dimensions from the perspective of customers of Condor Company in the M'Sila province."

Regarding the results of the sub-hypotheses test: From the table above, it is clear that the significance level (sig=0.00) is less than 0.05 in all four hypotheses. Therefore, we reject the null hypothesis and accept the alternative hypothesis, which states that there is a promotional significance for the brand's visual identity from the perspective of customers of Condor Company in all the study's dimensions, which are:

Sub-hypothesis 1: "There is a promotional significance for the brand name Condor from the perspective of its customers in the M'Sila province."

Sub-hypothesis 2: "There is a promotional significance for the brand symbol Condor from the perspective of its customers in the M'Sila province."

Sub-hypothesis 3: "There is a promotional significance for the brand logo Condor from the perspective of its customers in the M'Sila province."

Sub-hypothesis 4: "There is a promotional significance for the brand colors Condor from the perspective of its customers in the M'Sila province."

Conclusions

Through the theoretical and field study of the topic of the brand's visual identity as a mechanism for promoting the products of Condor Company, it was found that the visual identity is one of the most important elements of a brand in supporting the promotion of a company's products. Considering the company as an economic and social partner, it strives, through the visual promotion of its brand, to attract the consumer's attention, which enhances its chances of marketing its products and helps it build a strong competitive advantage within the market.

The theoretical study showed that visual identity plays a central role in enhancing the promotional power of the brand and increasing consumer awareness of it. It is also considered a strategic element that enables companies to stand out in a competitive market environment, contributing to solidifying their position within the market. The harmonious interaction between various visual elements such as the name, logo, symbols, and colors clearly reflects the brand's personality and helps build a strong emotional connection with customers. Additionally, visual identity plays an active role in building trust and credibility with the public, which strengthens long-term brand loyalty.

Visual identity is also a key tool in distinguishing the brand from its competitors, making it easier for customers to recognize it and increasing their chances of connecting with it. The importance of these visual elements lies in their ability to communicate the company's message in a clear and appealing way, with continuous improvement of these elements contributing to maintaining the company's position in the market and increasing the effectiveness of its promotional campaigns. It was also found that the brand name is a fundamental pillar for distinguishing the brand and creating positive interaction with consumers, while symbols and logos serve as effective visual tools that directly influence customer perception and purchasing

decisions. As for colors, they have a profound psychological effect on consumer emotions and play an important role in cementing the brand's image in their minds.

As for the field study, it showed that customers of the Condor company have an average level of agreement on the importance of the promotional role of the visual identity with its four dimensions, except for the color dimension, which received high approval. This is due to the fact that colors are the first thing that grabs a person's attention and affect their perception of the company. Condor aims to convey its message non-verbally by choosing simple and easy-to-remember colors, namely blue and white. However, the simplicity and calmness of the colors resulted in a relatively moderate level of attention from customers, which weakened the effectiveness of the color dimension as a main trigger for differentiation and attraction. The survey results also showed that the items related to brand recall and differentiation from competitors received the highest levels of agreement, reflecting the simplicity and ease of the name, logo, symbol, and colors of the Condor brand.

Regarding the study hypotheses, the results confirmed the promotional importance of the visual identity with its four elements combined from the perspective of Condor's customers. The promotional importance of the brand name, symbol, logo, and colors was also established independently. However, despite the high mean scores of customer agreement on the color dimension, the "Wilcoxon" test showed that this dimension does not carry significant promotional importance for Condor. This is attributed to the fact that the colors used in the visual identity are simple and not striking enough to create a clear distinction in the Algerian market.

Based on the above, the study recommends that Condor invest more in developing and improving its visual identity, recognizing the importance of the brand as an intangible asset for the company. It also recommends diversifying promotional channels to enhance consumer awareness of the brand on a national scale. Additionally, the officials responsible for the visual identity at the company should reconsider the adopted colors and work on integrating more attractive and striking colors to support the brand's presence and differentiation within the competitive market.

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